

Message Text

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PAGE 01 SEOUL 00890 060846Z

16

ACTION COME-00

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TO SECSTATE WASHDC 5343

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E.O. 11652: N/A

TAGS: BEXP, KS, TW, RP

SUBJ: HEALTH CARE TECHNICAL SALES SEMINAR

REF: STATE 16577, SEOUL A-199

1. EXCEPT FOR 1,100-BED SEOUL NATIONAL UNIVERSITY HOSPITAL RECONSTRUCTION PROJECT FINANCED WITH \$24 MILLION EXIMBANK FUNDS, AND A FEW OTHER MISSIONARY HOSPITALS, ALL LOCAL HOSPITAL DESIGN HAS BEEN ACCOMPLISHED BY INDIGENOUS ARCHITECTS AND ENGINEERS. THERE ARE AT PRESENT NO KNOWN NEW PROJECTS THAT CONTEMPLATE USING FOREIGN DESIGN, NOR ARE THERE LIKELY TO BE ANY UNDER EXISTING CONTROL EXERCISED BY GOVERNMENT OVER FOREIGN EXCHANGE AVAILABILITY, UNLESS FINANCED FROM OVERSEAS IN A FINANCING PACKAGE WHICH INCLUDES DESIGN. FOREIGN SOURCE LOANS NOW BEING NEGOTIATED FOR SEVERAL HOSPITAL PROJECTS, MOSTLY OF UNIVERSITIES, ARE PRIMARILY FOR SUPPLYING EQUIPMENT AND INSTRUMENTS FOR HOSPITALS RATHER THAN ARCHITECTURAL AND ENGINEERING SERVICES.

2. LOCAL ARCHITECTS AND ENGINEERS INTERVIEWED, HOWEVER, STRONGLY ENDORSED A SEMINAR OF THIS TYPE IN A RAPIDLY EVOLVING ECONOMY SUCH AS KOREA'S. THE NEED FOR CONTINUING AND STRONG CONTACTS WITH KOREAN POTENTIAL BUYERS SHOULD BE STRESSED THROUGH A PROMOTIONAL VEHICLE OF THIS KIND IN ORDER TO MAKE OPPORTUNITIES AVAILABLE TO AMERICAN BUSINESS AS THEY DEVELOP.

3. POST ENTHUSIASTICALLY PREPARING FOR SUBJECT SEMINAR AND PLANNING TO MAKE IT A FEATURED BICENTENNIAL EVENT
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WITH PHOTOS DEPICTING THE HISTORY OF AMERICAN AND KOREAN

MEDICAL SERVICE IN KOREA. RESPONSE TOWARD VISIT OF HEALTH
CARE EXPERTS HAS BEEN VERY FAVORABLE.
SNEIDER

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